

Minnesota Wing, CAP, US Air Force Auxiliary

Public Affairs Strategy and Action Plan

Purpose

The purpose of the 2004 Minnesota Wing PA Strategy is to guide the efforts of Minnesota Wing Public Affairs in supporting activities of the wing and the National Civil Air Patrol PA Program.

Situation

- With heightened visibility and increased activities of the wing, comes the risk of miscommunication and negative attention.
- Challenges facing the Wing – budget cuts, raising public and private facilities/activities funding, continuation of Congressional & Legislative Support, quality of new members, minority recruitment, changing mission, member retention, recruiting of cadet program leaders – all must be addressed by proactive communications.

Resources

- The Wing Public Affairs Office is the Commander's primary communications resource to keep the public and the Air Force informed. While those communications build support for the Wing, Wing Public Affairs must be involved in private fund-raising activities. It is appropriate for it to ensure full coordination of all communications activities and to encourage collaboration by the various internal and external agencies involved in the Wing's Public Affairs and Marketing activities.
- The Recruiting and Retention mission is to enroll outstanding men and woman each year who are motivated towards completion of the CAP's Missions for America.

Audiences

- Opinion leaders: This priority audience is sub-divided into a number of areas. They represent a cross section of leaders in their respective fields who influence public opinion. They represent education, minority /ethnic, cultural, religious, government and business.
- Government leaders: This priority audience provides the funding for many of the Wing's operations at the state and county level. While personal communications between the Commander and key legislators and their staffs is the primary communications method, this audience is also affected by the news media, both national and in their home districts.
- Business Community: This audience represents the local and national business community. The primary communication method is business magazines, newspapers and network exposure. This audience influences other key opinion readers such as government leaders and represents potential contributions.
- General public: The "Grass Roots" audience. Communication is achieved through mass communication efforts, and through other civic organizations. General public is subdivided into demographic groups based on age. Network television, radio, newspapers, magazines and Internet coverage is the primary communication method.
- Recruits: This audience represents all potential recruits regardless of age. Communication to this group is predominantly by mass communication efforts targeted to a demographic group of 16-21 year olds. It does however include older people and the media they read and watch.

- Active military: This audience is subdivided into two categories. One is active duty USAF and the second is USAF Reserve and ANG. Communication is achieved primarily through military based and web based. Communications will also be maintained with other reserve components. Many of our units meet in reserve centers and armories.
- Former Members: This audience has an influence both inside and outside CAP.
- Private contributors: This audience provides funding for projects. The use of media influences this group.
- Critics: This audience is defined as a general populace that does not support the CAP and its objectives. Communication to this audience is accomplished through one to one communication and in mass communication.
- Media: This audience represents national and local media. The general knowledge of the group in the military ethos has declined in recent years. Communication to this group is in the form of a proactive on-site visits and interviews with Officers and Cadets. We want to merge our contact base in the media establishment.

Objectives

- Increase the awareness of and interest in Civil Air Patrol and to communicate to the public the mission and values of the Wing. Its significance in the past and the need for the Nation's continuing support in order to maintain CAP's level of excellence and in ensuring its members continued service to the Nation.
- Inform internal and external audiences through the media and by various means of publicity about the Wing.
- Increase membership of the wing as follows:

By 1 January 2005 1500 Members
By 1 January 2006 1600 Members
By 1 January 2007 1650 Members *

* Cadet membership would exceed or equal senior membership. This growth would probably mean the creation of more squadrons.

Strategies

- Empower the Public Affairs Office as the clearinghouse for information and collaboration for all communications entities supporting all Civil Air Patrol-related activities.
- Obtain support of Wing Senior Leadership and Group Commanders. Increase funding and resources to establish a Wing Marketing Team. See Attachment A for Table of Organization.
- Ensure that training opportunities are provided for Unit and Group PAO's. This is accomplished with Workshops and Online Training. Provide training for Senior Wing Leadership in communications and media relations.
- Use the Wing Logo in most communications in conjunction with the National Logos.
- Create a speaker's bureau, identifying and coordinating appropriate non-insider platforms, preparing speeches and briefing the speakers.
- Maintain strategic alliances with USAF senior leaders and major commands (ANG and AFRES) in Minnesota to observe and support Civil Air Patrols missions for America.

Actions and Responsibilities

- Publish a Monthly Newsletter "WingTips" in print and electronic versions.
- Ensure that The Wing is adequately covered in CAP News and the Online CAP News Service. This means releases of all wing activities and unit stories are sent to CAP news in a timely manner.
- Wing/PA conducts quarterly Training Workshops in support of the Strategic Plan and annual training objectives. Wing/PA conducts semi-annual New PAO Orientations.
- PAO briefs the Commander & CSS on the plan to obtain approval and budget, if needed.
- Create a shared file of digital images that support the wing and its operations.
- Prepare a video that outlines the history of Civil Air Patrol, the mission and the role the CAP in the 21st century.
- Seek appropriate speaking venues for the Commander and senior leadership.
- Prepare fact sheets in support of PA Operations.
- Prepare Command Briefs.
- *Tomorrow's Leaders Today: Civil Air Patrol and the Making of Dynamic American Leaders*, An inside look at how Civil Air Patrol builds leaders of character. A Web presentation to be launched. July 2004. (This is a working title.)
- Seek local community recognition of the Wing and CAP. Support local community recognition events.
- Seek editorial board opportunities for the Commander.
- Prepare photo, audio and video support packages for distribution to media.
- Seek placement of Wing-related articles in local and regional magazines.
- Prepare a speech, to include slides (PowerPoint), for Speakers Bureau volunteers to use at various venues.
- Prepare and distribute a 63rd Anniversary -video news release package.
- The Public Affairs Office is producing quarterly 30-minute Cable Access TV show. When produced and approved by the Commander it will be aired on public access channels through the state. Goal is to produce a new show quarterly.
- Seek publication of Wing-related articles in print media geared to young Americans.
- Produce audio and video public service announcements for local use about CAP Missions. Distribute PSA's produced by NHQ.
- Prepare a brochure that discusses the history of Civil Air Patrol, the mission of the Wing and Civil Air Patrol's role in the 21st century.
- Construct a traveling exhibit to promote and educate the public about the Wing and the CAP.
- Highlight the Wing and CAP at AFA and AFSA meetings. (Col Sliwinski)
- Seek placement of Civil Air Patrol features and interviews on local TV and Cable access shows.
- Submit feature stories and calendars of events to Minnesota Flyer, Gen E.F. Rawlings Chapter of AFA and CAP News.

On-going Activities

- Include the Wing logo on all official publications and written materials.
- Ensure that The Wing is adequately covered in CAP News and the Online CAP News Service. This means releases of all wing activities and unit stories are sent to CAP news in a timely manner.
- Publish a Monthly Newsletter "WingTips" in print and electronic versions.
- Keep the Public Affairs, Recruiting Team, Join CAP and customer websites up-to-date.
- Prepare and distribute news releases concerning events to local, regional and national news agencies as appropriate.
- Incorporate Wing information in Hometown News Releases.
- Coordinate with news organizations to feature Wing events and people. This will include television networks, news magazines, newspapers, etc.
- Seek inclusion of Wing-related features in on-line media.
- Seek venues for the Honor Guard and Color Guard that might serve to publicize the Wing and CAP.
- Inclusion of cadet groups, color guard, and Wing leadership in high visibility community events.
- Speakers Bureau volunteers are asked to promote the Wing and CAP in their messages to local groups they address.
- Conduct outreach activities including a Wing Conference Specialty Fair Booth and unit visitations.
- Complete assessments of Each Unit PA Program for the IG to assist him in preparation for Subordinate Unit Inspections.
- Complete Action Items in Cadet Programs Action Plan for PA as indicated below:

CP Public Affairs Goal:		
To inform prospective Cadet Program members and tell our story		
New member / welcome guide – MN App (7- 2004) Uniform wear Cadet stuff How we do business Where are we in MN	Obtaining new members (On Going) Open houses/info nights Mall shows, public events	New materials (July 2004) What is CAP Standards Leadership

Measurement

- Expand the positive media coverage of the Wing and establish working relationships with major media outlets.
- Have third-party endorsements in at least 30% of all media stories.
- Achieve at least 25 speaking platforms for the Commander and speaker's bureau members to non-insider audiences.
- Have Active PAO's working in 20 out of 25 Squadrons by 1 January 2005
- Have Active PAO's working in all 25 Squadrons and fully manned Wing PAO Team by 1 January 2006

75 % of PAO's earn the Technician Rating in the PAO Specialty Track
25 % of PAO's earn the Senior Rating in the PAO Specialty track
10 % of PAO's earn the Master Rating in the PAO Specialty Track

PA Team Job Descriptions & Organization

Wing Public Affairs & Recruiting and Retention Officer (PA)

- Ensures all PA/Membership Development functions are carried out within the Wing and Subordinate Units.
 1. Release information on Wing activities to news media.
 2. Publish Wing newsletter or bulletin.
 3. Coordinate participation of Wing members in community activities.
 4. Coordinate with other organizations and agencies as required.
 5. Supervise all public affairs activities of subordinate units.
- Provides guidance and oversight to subordinate PAO's, Recruiters and Wing PA team members.
- Supervises Deputy and Assistant Wing PAO's (Group PA Chiefs). Supervises Unit PAO's and their activities.
- Wing HQ Squadron PAO and Legislative Squadron PAO.
- Formulates plans and establishes policies, procedures, and programs, designed to assist CAP in attracting new members and retaining current members.
- Liaison to National Headquarters/PA and Region PAO.

Deputy Wing Public Affairs Officer/Information Operations (PAI)

- Assists PAO with all responsibilities, including the recruitment of other team members and Unit PAO's.
- Coordinates PA Reporting Program
- PA Training Officer
- PA Strategic Planning Officer

Deputy Wing Public Affairs Officer/Recruiting Operations (PAR)

- Plan and conduct periodic membership drives to attract new members and to

stimulate interest in current inactive members.

- Make presentations to outside groups, both youth and adult, to attract new members.
- Place posters and other recruiting materials in strategic locations advertising local meeting times and places.
- Stage display booths and provide recruiting coverage at local high schools, shopping centers, air shows, and other public events.
- Personally contact individuals expressing an interest in CAP by telephone, written inquiry, etc., and follow up to ensure that all interested persons are fully informed on the CAP program and local unit activities.
- Manages the 4 Wing Recruiting Officers (Group Recruiters)
- This officer should be familiar with all aspects of the Civil Air Patrol program, particularly the CAP Constitution and Bylaws, CAPR 20-1, and CAPM 39-2.

Assistant Wing PAO/Group Public Affairs Chief (4)

- Ensures all PAO functions are carried out within the Group.
- Provides guidance and oversight to subordinate PAO's.
- Recruitment of Squadron PAO's
- Member of Wing PA Leadership Team.
- Special Projects Officer.
- Supports Group Commander/staff but reports to Wing PAO.

Newsletter (WingTips) Editor

- Edits and produces Wing Newsletters under guidance of PAO and Deputy/Information

Media Relations Chief

- Manages the Media Relations function of the PAO.

Wing Recruiting Officer (Group Recruiters)

- Plan and conduct periodic membership drives to attract new members and to stimulate interest in current inactive members in their assigned Group.
- Make presentations to outside groups, both youth and adult, to attract new members in their assigned Group.
- Place posters and other recruiting materials in strategic locations advertising local meeting times and places.
- Stage display booths and provide recruiting coverage at local high schools, shopping centers, air shows, and other public events.
- Personally contact individuals expressing an interest in CAP by telephone, written inquiry, etc., and follow up to ensure that all interested persons are fully informed on the CAP program and local unit activities.
- Makes periodic reports to Deputy PAO/Recruiting Operations

This officer should be familiar with all aspects of the Civil Air Patrol program, particularly the CAP Constitution and Bylaws, CAPR 20-1, and CAPM 39-2.

Cadet Membership Development Officer

- Plans programs to increase awareness of the CAP Cadet Program and attract new cadets to squadrons.
- Conducts periodic drives to recruit new Senior Member Cadet Program Leaders
- Liaison to Cadet Programs for Recruiting/Retention Issues
- Conducts periodic sessions for prospective senior members coming from cadet ranks.
- Markets Senior Membership to older cadets.

Photographers/Videographers

- Photographs and/or records unit award presentations, activities, exercises, and missions.
- Follows up with interviews and photographs of survivors.
- May also produce video news releases for distribution to local media.
- Works under supervision of Deputy Wing PAO or Group PAO's

The Public Affairs Team, to be effective, must be familiar with CAPP 201, CAPR 190-1, CAPP 3, current policies and activities of the wing and subordinate units.

Note: The Wing PA Leadership Team consists of the Wing PAO, Deputy PAO's, Assistant PAO's Wing Recruiting Officers and Advisors.

Table of Organization

Minnesota Wing Public Affairs

